

## Listing of Claims:

1. (Currently Amended) A computer-implemented method of personalizing search results of a search engine, comprising:

at a search engine system having a one or more processors and memory storing programs executed by the one or more processors:

accessing a user profile for a user, wherein content of the user profile is generated from ~~based on user information about the user, the user information including information derived from a first set of documents, the first set of documents comprising a plurality of documents selected from the set consisting of: documents identified by search results from the search engine, documents accessed by the user, documents linked to the documents identified by search results from the search engine, and documents linked to the documents accessed by the user, wherein the user information~~ that ~~includes information derived from anchor text contained in documents that link to [[the]] documents accessed by the user;~~

receiving a search query from the user;

identifying a set of ~~generic~~ search result documents that match the search query;

assigning a generic score to each document of at least a subset of the set of search result documents;

assigning a personalized score to each document of the subset of search result documents in accordance with the generic score assigned to the document and the user profile;

ranking the subset of search result documents according to their respective personalized scores;

providing the ranked subset of search result documents to a client system associated with the user; and

updating the user profile based on a document selected by the user from the ranked subset of search result documents.

2. (Currently Amended) The method of claim 60 ~~[[1]]~~, wherein the first set of documents includes a plurality of documents that have been identified by search results from the search engine and that have been viewed by the user.

3. (Currently Amended) The method of claim 60 [[1]], wherein the first set of documents includes a plurality of documents that have been identified by search results from the search engine and that have not been viewed by the user.
4. (Previously presented) The method of claim 1, including updating the user profile by: updating a term-based profile of the user profile by identifying a set of terms from a document in the first set of documents, and adding information about the identified set of terms to the term-based profile.
5. (Canceled)
6. (Previously presented) The method of claim 59, wherein the information derived from the analyzed links that is added to the user profile is added to a link-based profile and includes information about URLs or portions of URLs.
7. (Previously presented) The method of claim 6, wherein the link-based profile of the user profile comprises:
  - a plurality of URLs and a weight associated with each URL, wherein the weight is based on one or more factors selected from the group consisting of frequency with which the user visits the URL, time the user has spent viewing a document associated with the URL and quantity of the user's scrolling activity at the document; and
  - a plurality of hosts and a weight associated with each host, wherein the weight is based on frequency of the user's visits to the host.
8. (Previously presented) The method of claim 7, wherein the URLs further include URLs that have not been visited by the user, but are related to the URLs that have been visited by the user and the weight of an unvisited URL depends on its distance to at least one related URLs that have been visited.
9. (Previously presented) The method of claim 4, wherein a term in the term-based profile is an expression comprising at least one word and a weight.
10. (Previously presented) The method of claim 9, wherein the weight is a weight associated with occurrences of the term in the first set of documents.

11. (Previously presented) The method of claim 9, wherein the weight of a term depends at least partially on the term's term frequency and inverse document frequency in said first set of documents.
12. (Previously presented) The method of claim 14, wherein a category in the category-based profile characterizes at least one aspect of documents in the category and the category is associated with a weight indicative of the category's importance relative to other categories.
13. (Original) The method of claim 12, wherein the at least one aspect of the documents in the category is selected from the group consisting of: document format, document type, document topic and document origin.
14. (Previously presented) The method of claim 1, wherein the updating includes updating a category-based profile of the user profile by classifying a document in the first set of documents into a plurality of categories, and adding information about the plurality of categories to the category-based profile.
15. (Previously presented) The method of claim 1, wherein the user profile is stored on a server of the search engine.
16. (Previously presented) The method of claim 1, wherein the user profile is stored on a client associated with the user.
17. (Previously presented) The method of claim 1, wherein the user profile corresponds to a respective group of users.
18. (Currently Amended) A computer-implemented method of personalizing search results of a search engine, comprising:
  - creating a plurality of user profiles for a plurality of users, each user profile including at least a user's identification number and information derived from documents visited by the user, including information derived from anchor text contained in documents that link to the documents visited by the user;
  - receiving a search query from a user of the plurality of users, the search query including at least one query term and the user's identification number;
  - retrieving a user profile that matches the user's identification number;

generating a personalized query strategy from the search query and the user profile;  
selecting a personalized set of documents from the Internet according to the  
personalized query strategy, each document having a generic ranking score based at least in  
part on the relevance of the document to the search query;  
assigning to each document in the set a personalized ranking score based at least in  
part on the user profile and the document's generic ranking score;  
ranking the set of documents according to their generic and personalized ranking  
scores;  
providing the ranked set of search result documents to a client system associated with  
the user; and  
updating the user profile of the user based on a document selected by the user from  
the set of search result documents.

19. (Previously presented) The method of claim 18, wherein creating a user's user profile  
further comprises:

creating a term-based profile by extracting a set of terms from documents visited by  
the user and associating a weight with each extracted term; and

creating a category-based profile by determining a plurality of categories associated  
with documents visited by the user and associating a weight with each determined category.

20. (Previously presented) The method of claim 18, wherein creating a user's user profile  
further comprises:

creating a link-based profile by analyzing links in documents visited by the user and  
associating weights with the link.

21. (Original) The method of claim 18, wherein the user profile for a particular user  
includes demographic and geographic information provided by the user.

22. (Original) The method of claim 18, wherein the documents visited by the user from  
which information is derived for use in a particular user's user profile are selected based on  
the user's activities when visiting the documents.

23. (Previously presented) The method of claim 18, including storing the plurality of user  
profiles on a server of the search engine; and

the retrieving including identifying the user's user profile based on the user identification number associated with both the user and the user's user profile.

24. (Original) The method of claim 18, including storing the plurality of user profiles on client computers associated with the plurality of users.

25. (Previously presented) The method of claim 18, wherein the ranked set of documents comprises two subsets of documents, one subset of documents ordered by their generic ranking scores and the other subset of documents ordered by personalized ranking scores.

26. (Previously presented) The method of claim 25, including interleaving or intermixing the two subsets of documents to form the ranked set of documents.

27. (Currently Amended) A search engine system, comprising:  
one or more central processing units for executing programs;  
an interface for receiving information; and  
a search engine module executable by the one or more central processing units, the module comprising:

instructions for accessing a user profile for a user, wherein content of the user profile is generated from ~~based on information about the user, the user information including information derived from a set of documents, the set of documents comprising a plurality of documents selected from the set consisting of documents identified by search results from the search engine system, documents accessed by the user, documents linked to the documents identified by search results from the search engine system, and documents linked to the documents accessed by the user,~~ the user information including that includes information derived from anchor text contained in documents that link to ~~[[the]]~~ documents accessed by the user;

instructions for receiving a search query from a user;

instructions for identifying a set of ~~generic~~ search result documents that match the search query;

instructions for assigning a generic score to each document of at least a plurality of the search result documents;

instructions for assigning personalized scores to each document of the plurality of search result documents in accordance with the generic score assigned to the document and the user's user profile;

instructions for ranking at least the plurality of the search result documents according to personalized scores;

instructions for providing the ranked set of search result documents to a client system associated with the user; and

instructions for updating the user profile based on a document selected by the user from the set of search result documents.

28. (Currently Amended) The system of claim [[27]] 61, wherein the set of documents include a plurality of documents that have been identified by search results from the search engine and that have been viewed by the user.

29. (Currently Amended) The system of claim [[27]] 61, wherein the set of documents include a plurality of documents that have been identified by search results from the search engine and that have not been viewed by the user.

30. (Original) The system of claim 27, further including:

instructions for updating a term-based profile by identifying a set of terms from a document in the set of documents, and adding information about the identified set of terms to the term-based profile; and

instructions for updating a category-based profile by classifying the document into a plurality of categories, and adding information about the plurality of categories to the category-based profile.

31. (Cancelled)

32. (Previously presented) The system of claim 27, wherein the information derived from the analyzed links that is added to the user profile is added to a link-based profile and includes information about URLs or portions of URLs.

33. (Original) The system of claim 32, wherein the link-based profile comprises:

a plurality of URLs and a weight associated with each URL, wherein the weight is based on one or more factors selected from the group consisting of frequency with which the user visits the URL, time the user has spent viewing a document associated with the URL and quantity of the user's scrolling activity at the document; and

a plurality of hosts and a weight associated with each host, wherein the weight is based on frequency of the user's visits to the host.

34. (Original) The system of claim 33, wherein the URLs further include URLs that have not been visited by the user, but are related to the URLs that have been visited by the user and the weight of an unvisited URL depends on its distance to at least one related URLs that have been visited.
35. (Original) The system of claim 30, wherein a term in the term-based profile is an expression comprising at least one word and a weight.
36. (Original) The system of claim 35, wherein the weight is a weight associated with occurrences of the term in the set of documents.
37. (Original) The system of claim 35, wherein the weight of a term depends at least partially on the term's term frequency and inverse document frequency in said set of documents.
38. (Original) The system of claim 30, wherein a category in the category-based profile characterizes at least one aspect of documents in the category and the category is associated with a weight indicative of the category's importance relative to other categories.
39. (Original) The system of claim 38, wherein the at least one aspect of the documents in the category is selected from the group consisting of: document format, document type, document topic and document origin.
40. (Original) The system of claim 27, wherein the user profile is stored on a server of the search engine.
41. (Original) The system of claim 27, wherein the user profile is stored on a client associated with the user.
42. (Previously presented) The system of claim 27, wherein the user's user profile corresponds to a group of users.
43. (Currently Amended) A computer readable storage medium storing one or more programs for execution by one or more processors, the one or more programs comprising:  
instructions for accessing a user profile for a user ~~based on information about the user, the user information including information derived from a set of documents, the set of documents comprising a plurality of documents selected from the set consisting of documents~~

~~identified by search results from a search engine, documents accessed by the user, documents linked to the documents identified by search results from the search engine, and documents linked to the documents accessed by the user,~~ the, wherein content of the user profile is generated from user information including that includes information derived from anchor text contained in documents that link to ~~[[the]]~~ documents accessed by the user;

instructions for receiving a search query from a user;

instructions for identifying a set of ~~generic~~ search result documents that match the search query;

instructions for assigning a generic score to each document of at least a plurality of the search result documents;

instructions for assigning personalized scores to each document of the plurality of search result documents in accordance with the generic score assigned to the document and the user's user profile;

instructions for ranking at least the plurality of the search result documents according to their personalized scores;

instructions for providing the ranked set of search result documents to a client system associated with the user; and

instructions for updating the user profile based on a document selected by the user from the set of search result documents.

44. (Currently Amended) The computer readable storage medium of claim ~~[[43]]~~ 62, wherein the set of documents include a plurality of documents that have been identified by search results from the search engine and that have been viewed by the user.

45. (Currently Amended) The computer readable storage medium of claim ~~[[43]]~~ 62, wherein the set of documents include a plurality of documents that have been identified by search results from the search engine and that have not been viewed by the user.

46. (Previously presented) The computer readable storage medium of claim 43, further including:

instructions for updating a term-based profile by identifying a set of terms from a document in the set of documents, and adding information about the identified set of terms to the term-based profile; and



instructions for updating a category-based profile by classifying the document into a plurality of categories, and adding information about the plurality of categories to the category-based profile.

47. (Cancelled)

48. (Previously presented) The computer readable storage medium of claim 43, wherein the information derived from the analyzed links that is added to the user profile is added to a link-based profile and includes information about URLs or portions of URLs.

49. (Previously presented) The computer readable storage medium of claim 48, wherein the link-based profile comprises:

a plurality of URLs and a weight associated with each URL, wherein the weight is based on one or more factors selected from the group consisting of frequency with which the user visits the URL, time the user has spent viewing a document associated with the URL and quantity of the user's scrolling activity at the document; and

a plurality of hosts and a weight associated with each host, wherein the weight is based on frequency of the user's visits to the host.

50. (Previously presented) The computer readable storage medium of claim 49, wherein the URLs further include URLs that have not been visited by the user, but are related to the URLs that have been visited by the user and the weight of an unvisited URL depends on its distance to at least one related URLs that have been visited.

51. (Previously presented) The computer readable storage medium of claim 46, wherein a term in the term-based profile is an expression comprising at least one word and a weight.

52. (Previously presented) The computer readable storage medium of claim 51, wherein the weight is a weight associated with occurrences of the term in the set of documents.

53. (Previously presented) The computer readable storage medium of claim 51, wherein the weight of a term depends at least partially on the term's term frequency and inverse document frequency in said set of documents.

54. (Previously presented) The computer readable storage medium of claim 46, wherein a category in the category-based profile characterizes at least one aspect of documents in the

category and the category is associated with a weight indicative of the category's importance relative to other categories.

55. (Previously presented) The computer readable storage medium of claim 54, wherein the at least one aspect of the documents in the category is selected from the group consisting of: document format, document type, document topic and document origin.

56. (Previously presented) The computer readable storage medium of claim 43, wherein the user profile is stored on a server of the search engine.

57. (Previously presented) The computer readable storage medium of claim 43, wherein the user profile is stored on a client associated with the user.

58. (Previously presented) The computer readable storage medium of claim 43, wherein the user's user profile corresponds to a group of users.

59. (Previously presented) The method of claim 1, wherein the updating includes analyzing links within a document in the first set of documents and adding information derived from the analyzed links to the user profile.

60. (New) The method of claim 1, wherein the user information is derived from a first set of documents that includes: documents identified by search results from the search engine, documents accessed by the user, documents linked to the documents identified by search results from the search engine, and documents linked to the documents accessed by the user.

61. (New) The system of claim 27, wherein the user information is derived from a first set of documents that includes: documents identified by search results from the search engine, documents accessed by the user, documents linked to the documents identified by search results from the search engine, and documents linked to the documents accessed by the user.

62. (New) The computer readable storage medium of claim 43, wherein the user information is derived from a first set of documents that includes: documents identified by search results from the search engine, documents accessed by the user, documents linked to the documents identified by search results from the search engine, and documents linked to the documents accessed by the user.